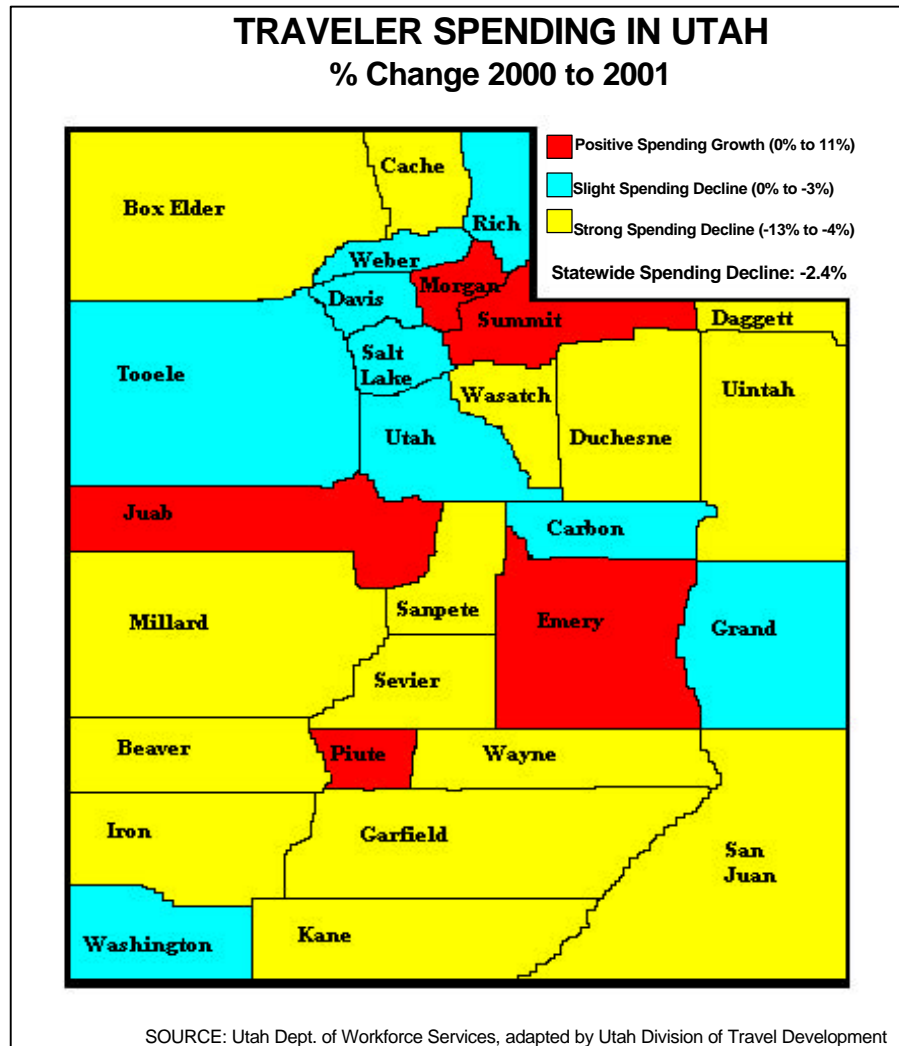


Economic Impacts of Travel & Tourism



Employment Impacts
Spending Impacts
Local Tax Impacts

Economic Impact of Travel & Tourism - Employment

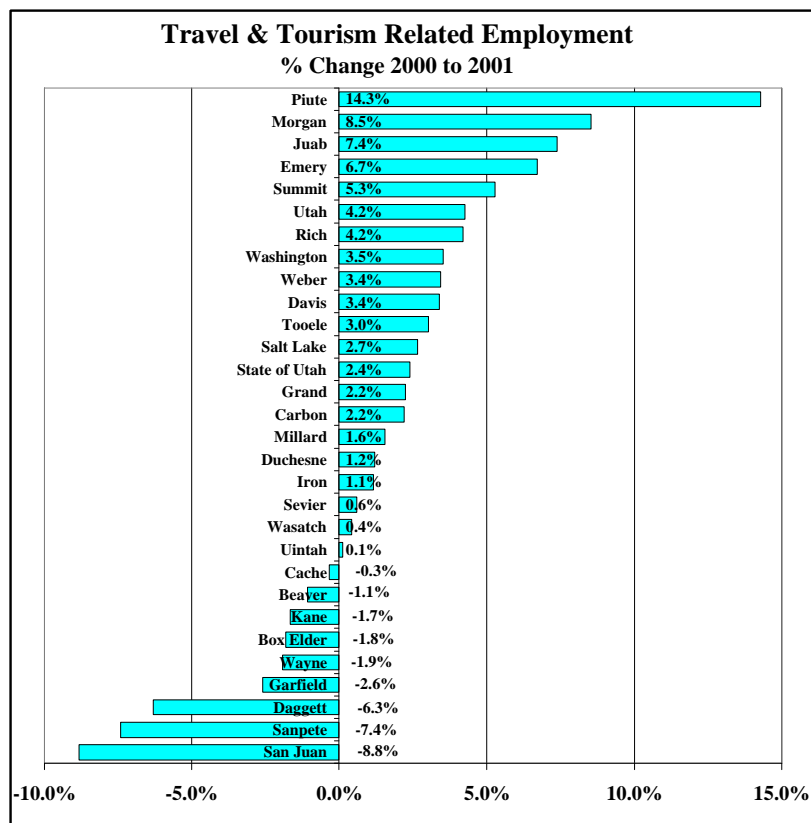
Rank	County	2001 Tourism Employment	Percent of State Total	Rank	County	2001 Tourism Employment	Percent of State Total
1	Salt Lake	40,049	48.5%	16	Box Elder	705	0.9%
2	Summit	6,622	8.0%	17	Sevier	675	0.8%
3	Utah	6,133	7.4%	18	Carbon	649	0.8%
4	Davis	5,521	6.7%	19	Duchesne	503	0.6%
5	Washington	4,571	5.5%	20	Beaver	459	0.6%
6	Weber	4,233	5.1%	21	Millard	457	0.6%
7	Grand	1,920	2.3%	22	Sanpete	424	0.5%
8	Iron	1,501	1.8%	23	Juab	363	0.4%
9	Cache	1,449	1.8%	24	Emery	270	0.3%
10	Garfield	1,011	1.2%	25	Wayne	255	0.3%
11	Wasatch	936	1.1%	26	Daggett	208	0.3%
12	Kane	894	1.1%	27	Rich	199	0.2%
13	Uintah	867	1.1%	28	Morgan	140	0.2%
14	Tooele	748	0.9%	29	Piute	40	0.0%
15	San Juan	744	0.9%				

Travel & Recreation-Related Employment 1996 to 2001

County	1996	1997	1998	1999	2000	2001	% Change 2000-2001	AAPC 1996-2001
Beaver	417	427	450	451	464	459	-1.1%	1.9%
Box Elder	607	646	688	727	718	705	-1.8%	3.0%
Cache	1,206	1,302	1,379	1,419	1,454	1,449	-0.3%	3.7%
Carbon	708	714	751	727	635	649	2.2%	-1.7%
Daggett	190	184	194	206	222	208	-6.3%	1.8%
Davis	4,366	4,753	4,922	5,111	5,340	5,521	3.4%	4.8%
Duchesne	443	462	479	483	497	503	1.2%	2.6%
Emery	281	284	280	258	253	270	6.7%	-0.8%
Garfield	897	986	974	1,114	1,038	1,011	-2.6%	2.4%
Grand	1,758	1,853	1,827	1,898	1,878	1,920	2.2%	1.8%
Iron	1,453	1,524	1,603	1,504	1,484	1,501	1.1%	0.7%
Juab	338	334	345	358	338	363	7.4%	1.5%
Kane	953	1,000	1,031	929	909	894	-1.7%	-1.3%
Millard	423	423	449	464	450	457	1.6%	1.6%
Morgan	106	122	121	128	129	140	8.5%	5.8%
Piute	19	20	23	32	35	40	14.3%	15.7%
Rich	167	162	172	183	191	199	4.2%	3.6%
Salt Lake	34,188	35,527	36,662	38,197	39,013	40,049	2.7%	3.2%
San Juan	800	807	829	857	816	744	-8.8%	-1.4%
Sanpete	419	456	448	441	458	424	-7.4%	0.3%
Sevier	706	684	680	673	671	675	0.6%	-0.9%
Summit	5,164	5,456	5,695	5,924	6,290	6,622	5.3%	5.1%
Tooele	592	602	616	676	726	748	3.0%	4.8%
Uintah	723	770	811	843	866	867	0.1%	3.7%
Utah	4,868	5,252	5,400	5,578	5,883	6,133	4.2%	4.7%
Wasatch	716	747	823	898	932	936	0.4%	5.5%
Washington	3,733	4,009	4,131	4,319	4,415	4,571	3.5%	4.1%
Wayne	237	212	249	242	260	255	-1.9%	1.4%
Weber	3,562	3,733	3,841	4,075	4,092	4,233	3.4%	3.5%
State of Utah	107,000	112,500	117,000	121,500	125,500	128,500	2.4%	3.7%

Note: County tourism employment figures are separate from the statewide tourism employment figure. Therefore, the aggregated county figures do not add up to the statewide total. See appendix for methodology.

Economic Impact of Travel & Tourism - Employment



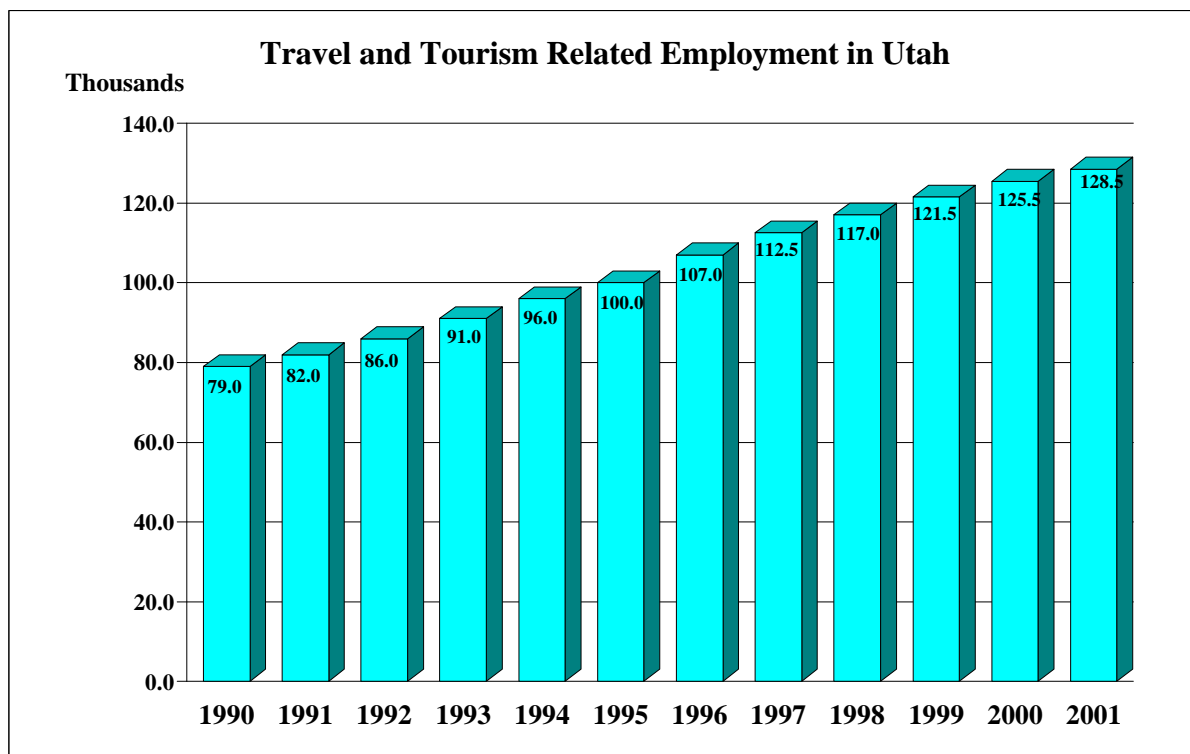
County employment figures reflect an analysis of SIC employment data. To best reflect the variations in types and seasons of tourism among counties, two different calculations are used.

The first calculation estimates location quotients from 95 tourism-related industries. Location quotients estimate the portion of each industry that is export related. Since tourism specific industries function as an export, location quotients provide an estimation of tourism related employment.

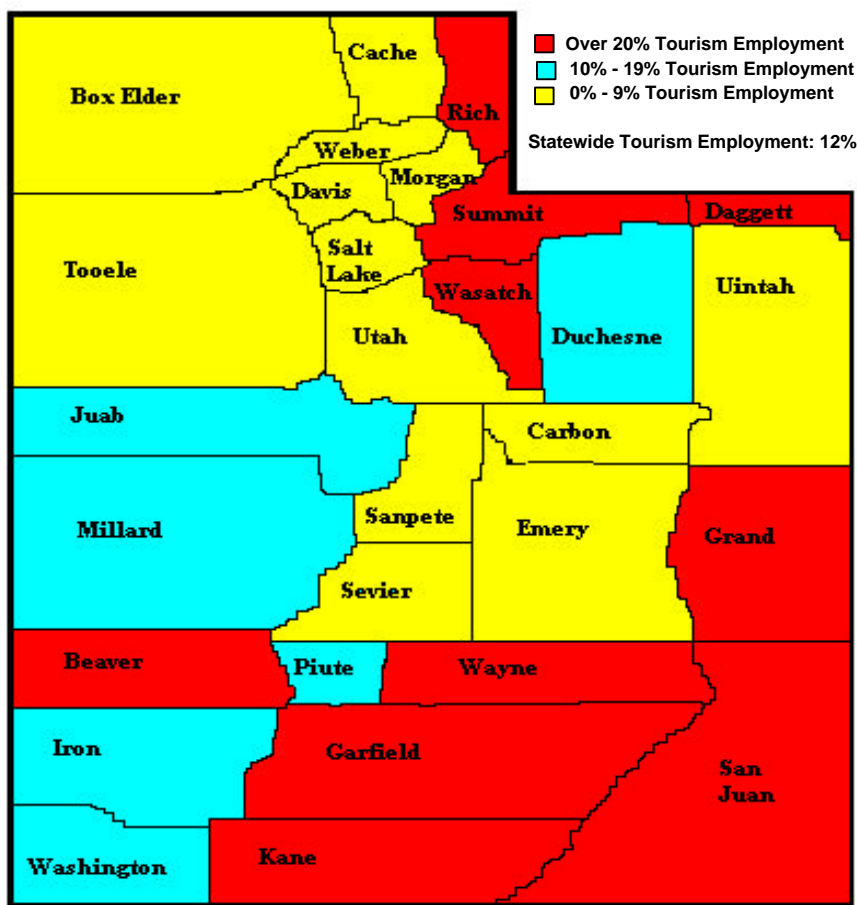
The second calculation used is minimum employment requirements. Minimum requirements assume that the difference between the lowest month's employment and the highest month's employment is the range of employees required to service travelers.

Because neither calculation is a perfect estimation of tourism employment, an average of the two methods is reported. Local adjustments are also made as needed.

See Appendix B for complete discussion of methodology.



Economic Impact of Travel & Tourism - Employment

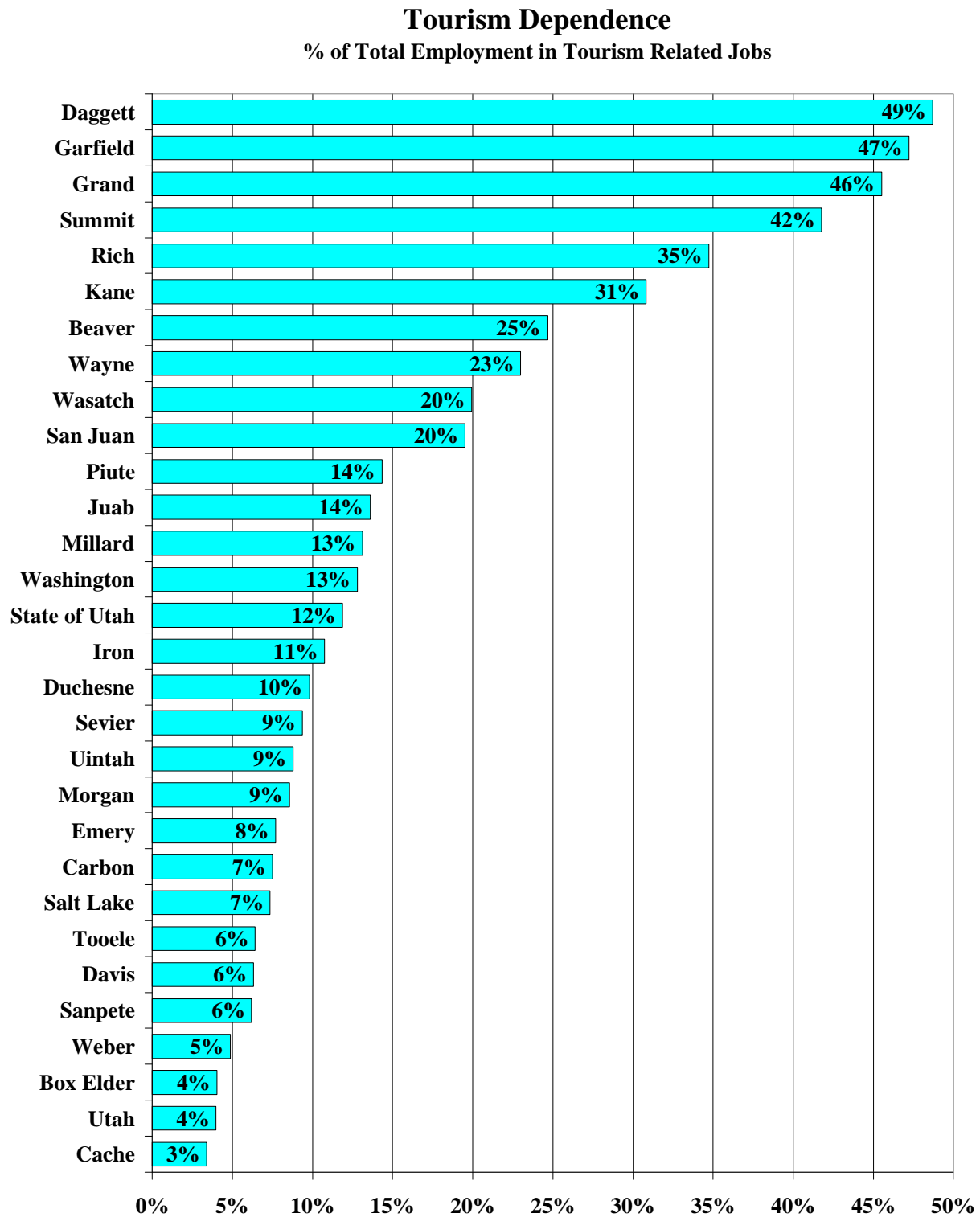


SOURCE: Utah Department of Workforce Services, adapted by Utah Division of Travel Development

Six counties - Salt Lake, Summit, Utah, Davis, Washington and Weber - account for 80% of the measurable impacts of tourism in the state of Utah. Nonetheless, many rural Utah counties are much more dependent on tourism dollars than counties in the metro areas. Fewer employment opportunities due to a more focused economic base means that rural counties are often dependent on benefits from tourism industries. Tourism dominates the economies of counties in the northeast and southeast regions of the state, comprising a significant portion of the county's employment base, tax receipts, personal income and business profits. Although more populous and more diversified economically than other rural areas, the southwest region of the state still depends heavily on tourism. The central Utah region and the northwest region remain less dependent on tourism. The four Wasatch Front counties are responsible for the bulk of tourism's impacts in Utah. However, because of the large employment base and diversified economy of these counties, tourism makes an important, although proportionally less significant contribution to these counties than elsewhere in the state.

Overall, tourism and travel related employment accounts for nearly 12% of all non-agricultural jobs in Utah. That makes tourism the 5th largest employment sector in the state, behind other major sectors such as services, trade, government and manufacturing.

Economic Impact of Travel & Tourism - Employment



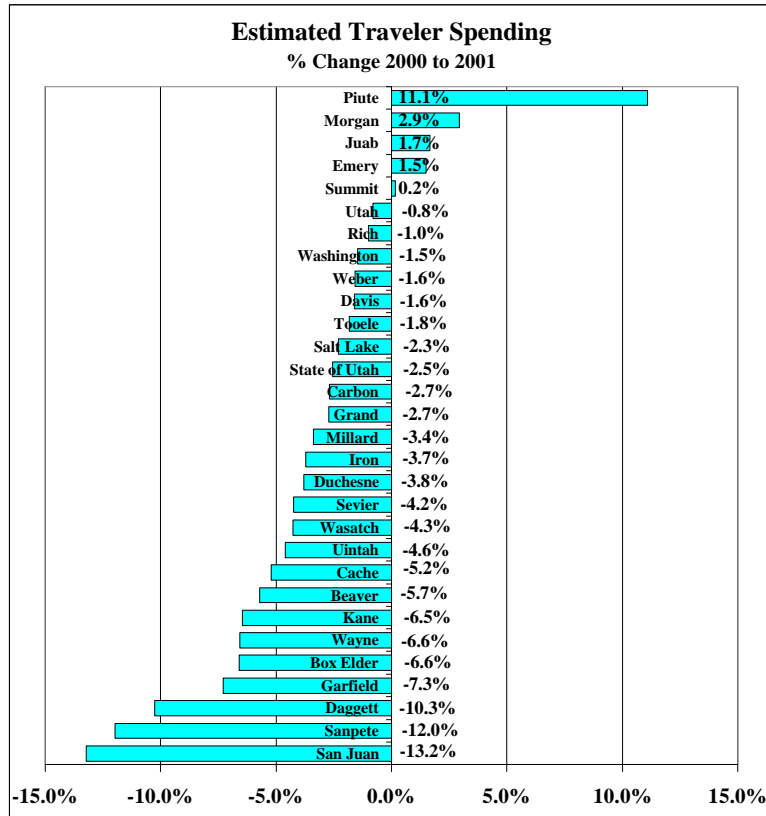
Economic Impact of Travel & Tourism - Traveler Spending

Rank	County	2001 Tourism Spending	Percent of State Total	Rank	County	2001 Tourism Spending	Percent of State Total
1	Salt Lake	\$2,013,500,000	48.5%	16	Box Elder	\$35,400,000	0.9%
2	Summit	\$332,900,000	8.0%	17	Sevier	\$33,900,000	0.8%
3	Utah	\$308,300,000	7.4%	18	Carbon	\$32,600,000	0.8%
4	Davis	\$277,600,000	6.7%	19	Duchesne	\$25,300,000	0.6%
5	Washington	\$229,800,000	5.5%	20	Beaver	\$23,100,000	0.6%
6	Weber	\$216,200,000	5.1%	21	Millard	\$23,000,000	0.6%
7	Grand	\$96,500,000	2.3%	22	Sanpete	\$21,300,000	0.5%
8	Iron	\$75,500,000	1.8%	23	Juab	\$18,200,000	0.4%
9	Cache	\$72,800,000	1.8%	24	Emery	\$13,600,000	0.3%
10	Garfield	\$50,800,000	1.2%	25	Wayne	\$12,800,000	0.3%
11	Wasatch	\$47,100,000	1.1%	26	Daggett	\$10,500,000	0.3%
12	Kane	\$44,900,000	1.1%	27	Rich	\$10,000,000	0.2%
13	Uintah	\$43,600,000	1.1%	28	Morgan	\$7,000,000	0.2%
14	Tooele	\$37,600,000	0.9%	29	Piute	\$2,000,000	0.1%
15	San Juan	\$37,400,000	0.9%				

Estimated Spending by Travelers 1996 to 2001

County	1996	1997	1998	1999	2000	2001	% Change 2000-2001	AAPC 1996-2001
Beaver	\$22,600,000	\$23,300,000	\$24,300,000	\$24,100,000	\$24,500,000	\$23,100,000	-5.7%	0.4%
Box Elder	\$32,900,000	\$35,200,000	\$37,200,000	\$38,800,000	\$37,900,000	\$35,400,000	-6.6%	1.5%
Cache	\$65,400,000	\$70,900,000	\$74,500,000	\$75,700,000	\$76,800,000	\$72,800,000	-5.2%	2.2%
Carbon	\$38,400,000	\$38,900,000	\$40,600,000	\$38,800,000	\$33,500,000	\$32,600,000	-2.7%	-3.2%
Daggett	\$10,300,000	\$10,000,000	\$10,500,000	\$11,000,000	\$11,700,000	\$10,500,000	-10.3%	0.4%
Davis	\$236,900,000	\$259,200,000	\$266,000,000	\$272,700,000	\$282,100,000	\$277,600,000	-1.6%	3.2%
Duchesne	\$24,000,000	\$25,200,000	\$25,900,000	\$25,800,000	\$26,300,000	\$25,300,000	-3.8%	1.1%
Emery	\$15,300,000	\$15,500,000	\$15,100,000	\$13,800,000	\$13,400,000	\$13,600,000	1.5%	-2.3%
Garfield	\$48,700,000	\$53,700,000	\$52,600,000	\$59,400,000	\$54,800,000	\$50,800,000	-7.3%	0.8%
Grand	\$95,400,000	\$100,900,000	\$98,700,000	\$101,300,000	\$99,200,000	\$96,500,000	-2.7%	0.2%
Iron	\$78,800,000	\$83,000,000	\$86,600,000	\$80,200,000	\$78,400,000	\$75,500,000	-3.7%	-0.9%
Juab	\$18,300,000	\$18,200,000	\$18,600,000	\$19,100,000	\$17,900,000	\$18,200,000	1.7%	-0.1%
Kane	\$51,700,000	\$54,500,000	\$55,700,000	\$49,600,000	\$48,000,000	\$44,900,000	-6.5%	-2.8%
Millard	\$22,900,000	\$23,000,000	\$24,300,000	\$24,800,000	\$23,800,000	\$23,000,000	-3.4%	0.1%
Morgan	\$5,700,000	\$6,600,000	\$6,500,000	\$6,800,000	\$6,800,000	\$7,000,000	2.9%	4.2%
Piute	\$1,000,000	\$1,100,000	\$1,200,000	\$1,700,000	\$1,800,000	\$2,000,000	11.1%	14.9%
Rich	\$9,000,000	\$8,800,000	\$9,300,000	\$9,800,000	\$10,100,000	\$10,000,000	-1.0%	2.1%
Salt Lake	\$1,854,900,000	\$1,934,500,000	\$1,981,100,000	\$2,038,100,000	\$2,060,800,000	\$2,013,500,000	-2.3%	1.7%
San Juan	\$43,400,000	\$43,900,000	\$44,800,000	\$45,700,000	\$43,100,000	\$37,400,000	-13.2%	-2.9%
Sanpete	\$22,700,000	\$24,800,000	\$24,200,000	\$23,500,000	\$24,200,000	\$21,300,000	-12.0%	-1.3%
Sevier	\$38,300,000	\$37,300,000	\$36,800,000	\$35,900,000	\$35,400,000	\$33,900,000	-4.2%	-2.4%
Summit	\$280,200,000	\$297,100,000	\$307,700,000	\$316,100,000	\$332,300,000	\$332,900,000	0.2%	3.5%
Tooele	\$32,100,000	\$32,800,000	\$33,300,000	\$36,100,000	\$38,300,000	\$37,600,000	-1.8%	3.2%
Uintah	\$39,200,000	\$41,900,000	\$43,800,000	\$45,000,000	\$45,700,000	\$43,600,000	-4.6%	2.2%
Utah	\$264,100,000	\$286,000,000	\$291,800,000	\$297,600,000	\$310,800,000	\$308,300,000	-0.8%	3.1%
Wasatch	\$38,900,000	\$40,700,000	\$44,500,000	\$47,900,000	\$49,200,000	\$47,100,000	-4.3%	3.9%
Washington	\$202,600,000	\$218,300,000	\$223,200,000	\$230,400,000	\$233,200,000	\$229,800,000	-1.5%	2.6%
Wayne	\$12,900,000	\$11,600,000	\$13,400,000	\$12,900,000	\$13,700,000	\$12,800,000	-6.6%	-0.2%
Weber	\$193,200,000	\$203,300,000	\$207,600,000	\$217,400,000	\$216,200,000	\$212,800,000	-1.6%	2.0%
State of Utah	\$3,800,000,000	\$4,000,000,000	\$4,100,000,000	\$4,200,000,000	\$4,250,000,000	\$4,150,000,000	-2.4%	1.8%

Economic Impact of Travel & Tourism - Traveler Spending

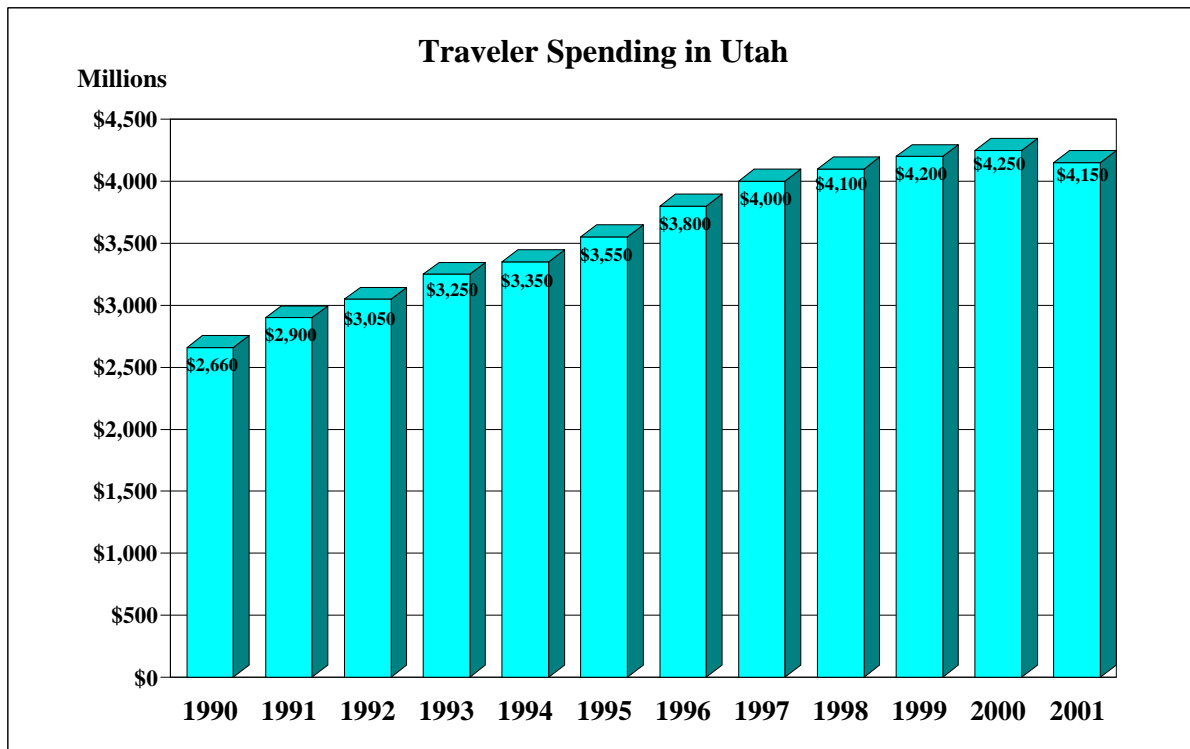


Estimates of traveler spending are determined by assuming that traveler spending and travel-related employment is related.

County distribution percentages are calculated by dividing the number of travel-related employees in a given county by the total aggregated sum of all county's travel-related employment. This percentage becomes the distribution ratio.

The distribution ratios for each county are multiplied by total statewide traveler spending to determine estimates for traveler spending in the respective counties. For example, in 2001, the distribution ratio for Davis County was 6.7%. Multiplying total statewide traveler spending (\$4,150 million) by the distribution ratio for Davis County (6.7%) produces the Davis County Traveler Spending estimate (approximately \$278 million).

See Appendix B for complete discussion of methodology.



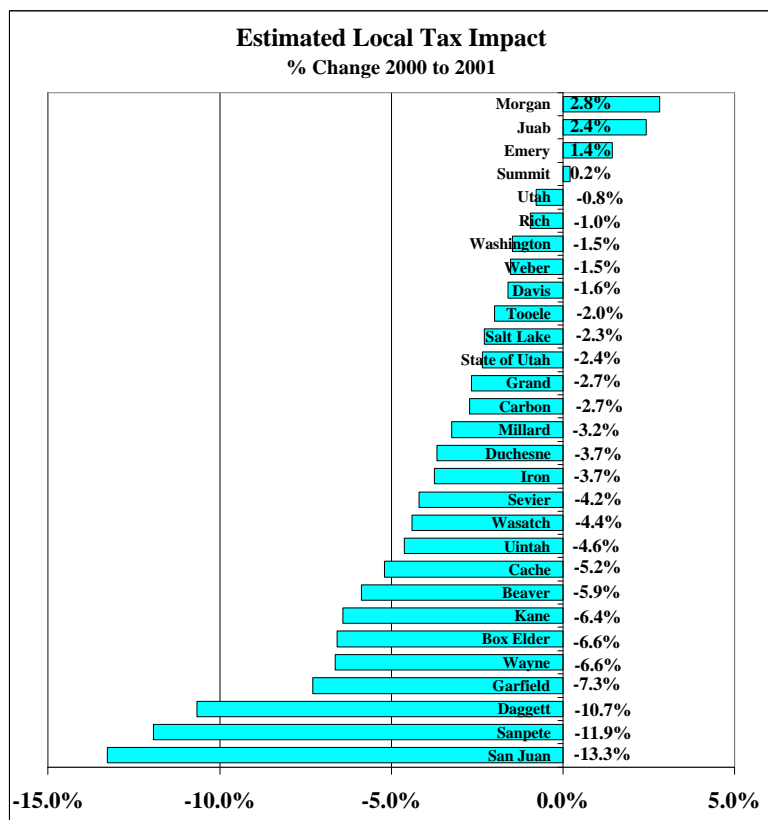
Economic Impact of Travel & Tourism - Local Tax Impact

Rank	County	2001 Local Tax Impact	Percent of State Total	Rank	County	2001 Local Tax Impact	Percent of State Total
1	Salt Lake	\$41,880,000	48.5%	16	Box Elder	\$737,000	0.9%
2	Summit	\$6,925,000	8.0%	17	Sevier	\$706,000	0.8%
3	Utah	\$6,413,000	7.4%	18	Carbon	\$679,000	0.8%
4	Davis	\$5,773,000	6.7%	19	Duchesne	\$526,000	0.6%
5	Washington	\$4,780,000	5.5%	20	Beaver	\$480,000	0.6%
6	Weber	\$4,427,000	5.1%	21	Millard	\$478,000	0.6%
7	Grand	\$2,008,000	2.3%	22	Sanpete	\$443,000	0.5%
8	Iron	\$1,570,000	1.8%	23	Juab	\$380,000	0.4%
9	Cache	\$1,515,000	1.8%	24	Emery	\$282,000	0.3%
10	Garfield	\$1,057,000	1.2%	25	Wayne	\$267,000	0.3%
11	Wasatch	\$979,000	1.1%	26	Daggett	\$218,000	0.3%
12	Kane	\$935,000	1.1%	27	Rich	\$208,000	0.2%
13	Uintah	\$907,000	1.1%	28	Morgan	\$146,000	0.2%
14	Tooele	\$782,000	0.9%	29	Piute	\$42,000	0.1%
15	San Juan	\$778,000	0.9%				

Estimated Local Tax Revenues from Traveler Spending 1996 to 2001

County	1996	1997	1998	1999	2000	2001	% Change 2000-2001	AAPC 1996-2001
Beaver	\$471,000	\$484,000	\$506,000	\$501,000	\$510,000	\$480,000	-5.9%	0.4%
Box Elder	\$685,000	\$731,000	\$773,000	\$807,000	\$789,000	\$737,000	-6.6%	1.5%
Cache	\$1,361,000	\$1,474,000	\$1,550,000	\$1,575,000	\$1,598,000	\$1,515,000	-5.2%	2.2%
Carbon	\$798,000	\$809,000	\$844,000	\$807,000	\$698,000	\$679,000	-2.7%	-3.2%
Daggett	\$214,000	\$208,000	\$218,000	\$229,000	\$244,000	\$218,000	-10.7%	0.4%
Davis	\$4,927,000	\$5,391,000	\$5,532,000	\$5,672,000	\$5,867,000	\$5,773,000	-1.6%	3.2%
Duchesne	\$500,000	\$523,000	\$538,000	\$536,000	\$546,000	\$526,000	-3.7%	1.0%
Emery	\$317,000	\$322,000	\$315,000	\$286,000	\$278,000	\$282,000	1.4%	-2.3%
Garfield	\$1,013,000	\$1,117,000	\$1,095,000	\$1,236,000	\$1,140,000	\$1,057,000	-7.3%	0.9%
Grand	\$1,984,000	\$2,098,000	\$2,054,000	\$2,106,000	\$2,063,000	\$2,008,000	-2.7%	0.2%
Iron	\$1,640,000	\$1,726,000	\$1,802,000	\$1,669,000	\$1,631,000	\$1,570,000	-3.7%	-0.9%
Juab	\$381,000	\$378,000	\$387,000	\$397,000	\$371,000	\$380,000	2.4%	-0.1%
Kane	\$1,075,000	\$1,133,000	\$1,159,000	\$1,031,000	\$999,000	\$935,000	-6.4%	-2.8%
Millard	\$477,000	\$479,000	\$505,000	\$515,000	\$494,000	\$478,000	-3.2%	0.0%
Morgan	\$119,000	\$138,000	\$136,000	\$142,000	\$142,000	\$146,000	2.8%	4.2%
Piute	\$22,000	\$22,000	\$26,000	\$36,000	\$38,000	\$42,000	10.5%	13.8%
Rich	\$188,000	\$184,000	\$194,000	\$203,000	\$210,000	\$208,000	-1.0%	2.0%
Salt Lake	\$38,582,000	\$40,239,000	\$41,207,000	\$42,392,000	\$42,865,000	\$41,880,000	-2.3%	1.7%
San Juan	\$902,000	\$914,000	\$931,000	\$951,000	\$897,000	\$778,000	-13.3%	-2.9%
Sanpete	\$472,000	\$516,000	\$503,000	\$489,000	\$503,000	\$443,000	-11.9%	-1.3%
Sevier	\$797,000	\$775,000	\$765,000	\$747,000	\$737,000	\$706,000	-4.2%	-2.4%
Summit	\$5,828,000	\$6,180,000	\$6,401,000	\$6,575,000	\$6,911,000	\$6,925,000	0.2%	3.5%
Tooele	\$668,000	\$682,000	\$692,000	\$750,000	\$798,000	\$782,000	-2.0%	3.2%
Uintah	\$816,000	\$872,000	\$912,000	\$936,000	\$951,000	\$907,000	-4.6%	2.1%
Utah	\$5,494,000	\$5,949,000	\$6,069,000	\$6,191,000	\$6,464,000	\$6,413,000	-0.8%	3.1%
Wasatch	\$808,000	\$846,000	\$925,000	\$997,000	\$1,024,000	\$979,000	-4.4%	3.9%
Washington	\$4,213,000	\$4,541,000	\$4,643,000	\$4,793,000	\$4,851,000	\$4,780,000	-1.5%	2.6%
Wayne	\$268,000	\$240,000	\$280,000	\$269,000	\$286,000	\$267,000	-6.6%	-0.1%
Weber	\$4,020,000	\$4,229,000	\$4,317,000	\$4,523,000	\$4,496,000	\$4,427,000	-1.5%	1.9%
State of Utah	\$79,040,000	\$83,200,000	\$85,280,000	\$87,360,000	\$88,400,000	\$86,320,000	-2.4%	1.8%

Economic Impact of Travel & Tourism - Local Tax Impact



Total statewide tax impacts are calculated based on historical average tax rates that indicate that approximately 8% of traveler spending is collected for state and local tax revenues. Based on Utah's tax distribution system, the local tax portion is roughly 26% of all tax revenues.

County estimates of local tax impact are determined by assuming that local tax impacts are directly related to traveler spending and thus travel-related employment.

Similar to the county estimate calculations for traveler spending, the distribution ratios (county tourism employment divided by total statewide tourism employment) for each county are multiplied by total statewide local tax revenues. For example, in 2001, the distribution ratio for Davis County was 6.7%. Multiplying total statewide local tax revenues (\$86.3 million) by the distribution ratio for Davis County (6.7%) produces the Davis County Local Tax Impact estimate (\$5.8 million).

See Appendix B for complete discussion of methodology.

